



## NEXTMARK'S JAKE LAY SCHOLARSHIP COMPETITION

### OFFICIAL ENTRY RULES

Entry in this scholarship constitutes your acceptance of these official rules. NextMark Credit Union is offering members and non-members the opportunity to apply for one of four (4) scholarships by creating a 60-second TikTok video and a 300-word essay answering the following question: **What is most important to you about managing finances and how can NextMark help you reach your goals?**

#### Rules

The Jake Lay Video Scholarship Competition begins on August 1, 2022 and ends September 30, 2022. All video and essay entries must be submitted by September 30, 2022 at 11:59:59 p.m. EST.

#### Eligibility

Any member and non-member who is in good standing and currently attends or has been accepted to attend an undergraduate college, university or trade school may apply. Proof of acceptance/enrollment must be submitted upon request. \*Non-member applicants must open a [membership account](#) with NextMark prior to submitting the scholarship application. Restrictions may apply.

Employees of NextMark and any other organizations affiliated with the credit union and each of their respective parents, agents, affiliates, subsidiaries, and advertising and promotion agencies, and their immediate family members (regardless of where they reside) or household members, whether or not related, are not eligible to enter or win.

"Immediate family members" shall mean spouses, parents, step-parents, children, step-children, siblings, step-siblings, and their respective spouses.

"Household members" shall mean people who share the same residence at least three months a year. Past winners of the Jake Lay Video Scholarship Competition are not eligible to enter.

#### How to Enter

Create a 60-second TikTok video and tag us @NextMarkCU. Send us the TikTok video link and your 300-word essay by completing the online application found at <https://www.nextmarkcu.org/scholarship-competition/> . All scholarship applications and videos must be submitted by **September 30, 2022 at 11:59:59 p.m. EST.**

## Scholarship Submission

Entrants are to prepare a 300-word essay and a TikTok video that is up to 60-seconds in length on the following topic:

### TOPIC

What is most important to you about managing finances and how can NextMark help you reach your goals?

When filming a video, Entrants are to obtain written permission of third parties if filming on property other than that of the Entrant's. Entrants must also obtain written permission from each person appearing in the video allowing the Entrant to use the images of the person appearing in the video. If music is incorporated into the Entrant's video, the Entrant is responsible for submitting a complete list of production credits. Music must be original or written permission by the music's composer/author must be provided. One video scholarship submission per Entrant. Subsequent entries will be disqualified.

### The video submission must meet the following criteria:

- Video entries must not be derogatory, offensive, threatening, defamatory, disparaging or libelous, or contain any content that is inappropriate, indecent, sexual, profane, impolite, slanderous or discriminatory in any way.
- It must not contain content, material, or any element that displays any third-party advertising, slogan, logo, trademark, or otherwise indicates a sponsorship or endorsement by a third party.
- It must be an original, unpublished work that does not contain, incorporate or otherwise use any content, music, material, or element that is owned by a third party or entity. Failing to provide proper documentation of permission to use such materials will result in the entry being disqualified.
- It cannot be longer than 60 seconds. If it is longer than this, only the first 60 seconds will be evaluated.

### Video Submission

Video must be uploaded to TikTok and the link should be included in the online application.

### Awards

Up to four (4) winners of the 2022 Jake Lay Scholarship Competition will each receive a **\$2,500** scholarship. NextMark will report the prize to IRS and send winning Entrants a 1099. Taxes are the sole responsibility of the scholarship winner.

## **Scholarship Judging**

Entries will be judged by a panel of NextMark employees/board members or credit union representatives designated by NextMark. The eligible video submissions will be judged on the following criteria:

- Originality/creativity
- Ability to deliver a message in a clear, cohesive and impactful way
- Accuracy of information presented

The scholarship winner will be notified by phone and (or) email on or about the week of October 31, 2022. To claim the prize, NextMark will require membership verification and that the scholarship winner sign a Photo Release form. The winner must return the form to NextMark by close of business not more than five (5) business days after prize notification or prize will be forfeited and awarded to alternate winner. All funds will be made payable to the winner and deposited into their primary savings account at NextMark. Unclaimed prizes will not be awarded.

## **General Conditions**

All federal, state and local laws and regulations apply. NextMark reserves the right to disqualify any Entrant from the scholarship if it reasonably believes that the entrant did not follow the guidelines set forth, such as by submitting video content that is inappropriate or providing false information within the context of the scholarship concerning identity, age, eligibility, mailing address, telephone number, e-mail address, and credit union affiliation. NextMark also reserves the right to disqualify any Entrant if it reasonably believes that the Entrant has attempted to undermine the legitimate operation of the scholarship by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses other entrants, viewers, or the judges.

## **Intellectual Property Rights**

As a condition of entry, Entrant grants NextMark a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, and publicly display a Video (1) for the purposes of allowing NextMark and the judges to evaluate the Video for purposes of the scholarship, and (2) in connection with advertising and promotion via communication to the public.

## **Privacy**

NextMark will not disclose Entrants' personal information, such as phone number or e-mail address, to any outside entity. Entrant's personal information will be used only to determine eligibility and distribute scholarship funds.

## **Publicity**

As a condition of entry, Entrant agrees to permit NextMark to use his or her name and/or likeness and video for advertising and promotional purposes

without additional compensation, unless prohibited by law. The Entrant voluntarily consents to NextMark permission to use his/her photograph(s), name, story and/or voice for communication purposes, including without limitation in publications or on the web, and releases NextMark employees, members, officers, volunteers, and directors from any liability that may result from a use consistent with said release.

### **Warranty**

By entering, Entrant represents and warrants to NextMark: that the submitted video is the participant's own original work; that the participant is the sole owner of the video and all of the rights associated with it; that the video does not violate any rights of others; and that the video does not display any inappropriate material. In addition, Entrants agree to release, indemnify and hold harmless the NextMark, participating destinations and other participating partners in the Competition, and each of their employees, representatives, contractors, sponsors and advertisers, from any and all liability, loss, damage, costs or claims of any kind related to or arising from participation in the 2022 NextMark Jake Lay Video Scholarship Competition.

### **Entry Errors**

NextMark is not responsible for any malfunction of the scholarship submission site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable or destroyed videos due to system errors, failed, incomplete or garbled technological malfunctions, or other telecommunication transmission malfunctions.